'84

Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

Advertising Revenues

Daily Newspapers

Circulation

Sunday Newspapers

NEWSPAPERS—GUARDIAN OF THE PUBLIC'S RIGHTS

Newspapers each day provide more than 100 million Americans the news, advice, analysis, entertainment and advertising they rely upon to plan and carry on their daily lives—and newspapers play a vital role in protecting their rights and liberties as citizens of a free society.

As responsible chroniclers of local, national and international history, a watchdog of government and corporate activities, and participating members of their community, newspapers provide the facts and analysis to enable informed citizens to make responsible and effective decisions.

A successful newspaper also must be a successful business. Economic strength provides the independence necessary to offset the political and economic pressures that sometimes seek to restrain the peoples' right to know. Newspapers and the citizens of a free society share the burden as guardians of the rights of a free people.

The statistics of this booklet will attest to the continued economic strength and dynamic vitality of the newspaper business. They highlight the economic posture of newspapers in 1983, compared to previous years.

Weekly Newspapers

Employment

Newsprint Consumption

Canadian Newspapers

United States

☆ Newspapers continue to lead all other media with $20.5 billion in total advertising revenues, a 16 percent increase over 1982 totals and $4.4 billion more than its nearest competitor, television.

☆Daily newspapers numbered 1,699 with 441 morning, 1,288 evening and 30 "all day" publications.

☆Circulation of daily newspapers reached 62.6 million, some 124,000 higher than 1982 totals.

☆Sunday newspapers increased to 770 in number and 56.7 million in circulation, an increase of more than 450,000 circulation.

☆The number of weekly newspapers totaled 7,547 with a circulation of 43 million. The average weekly newspaper circulation was 5,710.

☆Newspapers continue to rank among the nations largest manufacturing employers with an estimated work force of 421,000, an increase of 4,000 from the revised total of 1982.

☆Newsprint consumption by all users increased to a total 10.6 million metric tons. Daily newspapers consumed 7.9 million metric tons, representing 74.5 percent of total consumption.

Canada

☆Canadian daily newspapers numbered 115 with 26 morning and 92 evening newspapers. There were three "all day" newspapers published in 1983. Total circulation remained stable at 5.5 million.

☆Advertising revenues for Canadian dailies increased by more than $100 million to a high of $1.2 billion.

☆Daily newspapers continue to lead all other media with 25.9 percent of total advertising revenues. Television remained in second place with 17.4 percent.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1983

Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982[2]	434	1,310	1,711	768
1983[3]	441	1,288	1,699	770

[1]*There were 30 "all-day" newspapers in 1983. They are listed in both morning and evening columns but only once in the total.*

[2]*Revised figures*

[3]*Preliminary figures*

Source: Editor & Publisher

Daily Newspaper Circulation

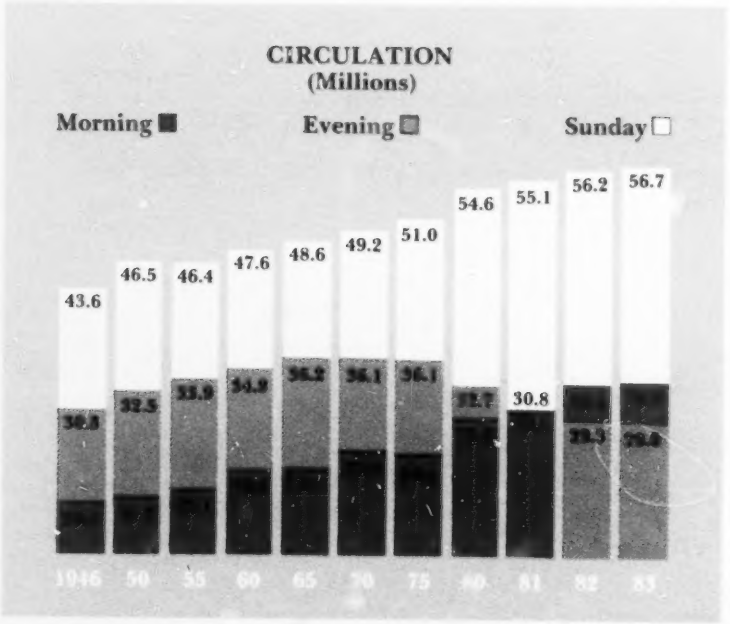
U.S. Morning, Evening and Sunday Circulation 1946-1983

Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	36,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982[1]	33,174,087	29,313,090	62,487,177	56,260,764
1983[2]	33,570,242	29,041,494	62,611,741	56,714,895

[1] *Revised figures*

[2] *Preliminary figures*

Source: Editor & Publisher



Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1983

Year	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981	1,730	1,473	138	88	31	257	14.9
1982[1]	1,711	1,384	158	113	56	327	19.1
1983[2]	1,699	1,374	163	110	52	325	19.1

[1]Revised figures

[2]*Preliminary figures*

Source: ANPA, Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1983

[1]*These tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.*

DAILY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢
1965	456	892	3	2	—	—	—	—
1970	46	1,507	139	5	1	—	—	—
1975	4	428	1,153	137	10	1	—	—
1980	—	41	497	644	555	9	7	1
1981	—	30	290	437	960	17	15	1
1982	—	14	143	272	1,227	29	16	3
1983	—	10	91	183	1,306	80	24	3

SUNDAY

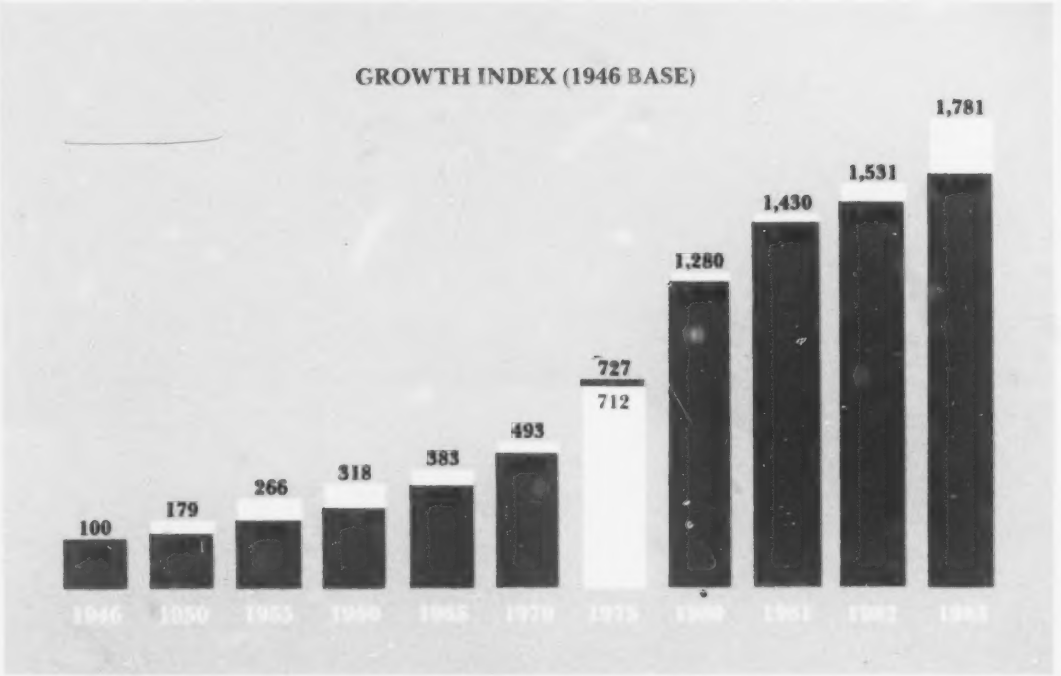
Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1
1981	—	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5
1982	—	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15
1983	—	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1983

- Newspaper Advertising Volume
- Gross National Product



Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[1] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 208.5	100.0
1950	518	1,552	2,070	179.2	284.8	136.6
1955	712	2,365	3,077	266.4	398.0	190.9
1960	778	2,903	3,681	318.7	503.7	241.6
1965	784	3,642	4,426	383.2	684.9	328.5
1970	891	4,813	5,704	493.9	977.1	468.6
1975[1]	1,109	7,125	8,234	712.9	1,516.3	727.2
1980[1]	1,963	12,831	14,794	1,280.8	2,626.1	1,259.5
1981[1]	2,259	14,269	16,528	1,430.9	2,937.7	1,408.9
1982[1]	2,452	15,242	17,694	1,531.9	3,073.0	1,473.8
1983[2]	2,734	17,848	20,582	1,781.9	3,310.8	1,587.9

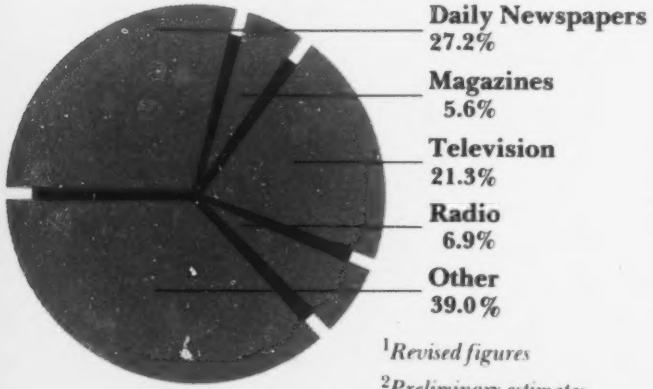
[1]*Revised figures*

[2]*Preliminary estimates*

Source: U.S. Department of Commerce, McCann-Erickson Inc.

Newspapers' Share of Advertising Revenue

1982 and 1983 Sales and Percentages



[1]*Revised figures*

[2]*Preliminary estimates*

Source: McCann-Erickson Inc.

		1982[1] (millions)	% of Total	1983[2] (millions)	% of Total	% of Change
Daily Newspapers	Total	$17,694	26.6	$20,582	27.2	+16.3
	National	2,452	3.7	2,734	3.6	+11.5
	Local	15,242	22.9	17,848	23.6	+17.1
Magazines		3,710	5.6	4,210	5.6	+13.5
Television	Total	14,329	21.5	16,136	21.3	+12.6
	Network	6,210	9.3	7,017	9.3	+13.0
	Spot	4,360	6.5	4,796	6.3	+10.0
	Local	3,759	5.6	4,323	5.7	+15.0
Radio	Total	4,670	7.0	5,230	6.9	+12.0
	Network	255	0.4	305	0.4	+19.6
	Spot	923	1.4	1,015	1.3	+10.0
	Local	3,492	5.2	3,910	5.2	+12.0
Farm Publications		148	0.2	155	0.2	+ 4.7
Direct Mail		10,319	15.5	11,765	15.5	+14.0
Business Publications		1,876	2.8	1,876	2.5	0.0
Outdoor	Total	721	1.1	805	1.1	+11.7
	National	465	0.7	520	0.7	+11.8
	Local	256	0.4	285	0.4	+11.3
Miscellaneous	Total	13,113	19.7	14,921	19.7	+13.8
	National	7,067	10.6	7,912	10.5	+11.9
	Local	6,046	9.0	7,009	9.2	+15.9
Grand Total National		37,785	56.7	42,305	55.9	+12.0
Grand Total Local		28,795	43.2	33,375	44.1	+15.9
TOTAL—ALL MEDIA		$66,580	100.0	$75,680	100.0	+13.7

Advertising Content

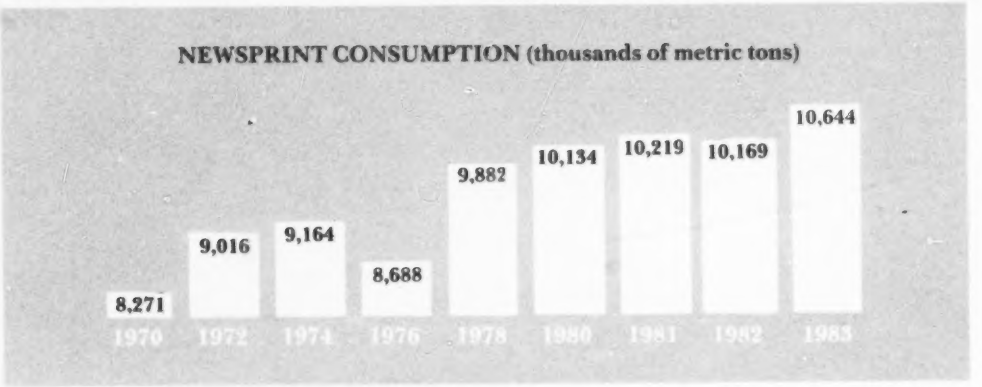
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1983

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1970-1983



Year	Newsprint Consumption[1]	Growth Index	Real GNP[2]	Growth Index
1970	8,271	100.0	1085.6	100.0
1972	9,016	109.0	1,185.9	109.2
1974	9,164	110.8	1,248.0	115.0
1976	8,688	105.0	1,300.4	119.8
1978	9,882	119.5	1,436.9	132.4
1980	10,134	122.5	1,474.0	135.8
1981	10,219	123.6	1,502.5	138.4
1982[3]	10,169	122.9	1,485.4	136.8
1983[4]	10,644	128.7	1,535.1	141.4

[1] *30-pound basis weight*

[2] *Gross National Product in 1972 dollars*

[3] *Revised figures*

[4] *Preliminary estimates*

Source: ANPA, U.S. Department of Commerce

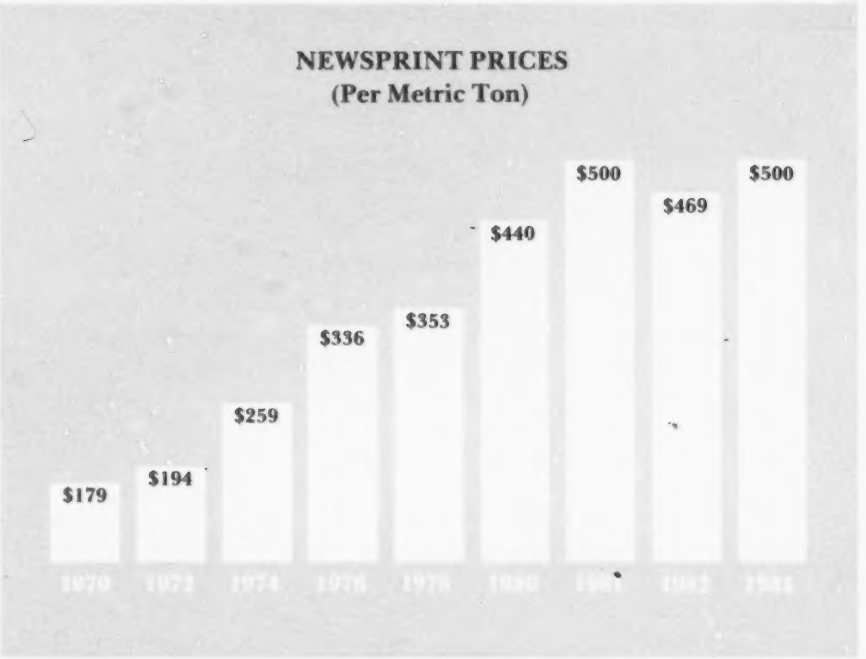
Newsprint Prices

General Newsprint Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1983

Year	Price	Year	Price
1970	$179	1977	$336
1971	188	1978	353
1972	194	1979	413
1973	235	1980	440
1974	259	1981	500
1975	287	1982	469
1976	336	1983	500

[1]Prices cited in effect at end of year, converted to 30-pound basis weight

Source: ANPA



Employment

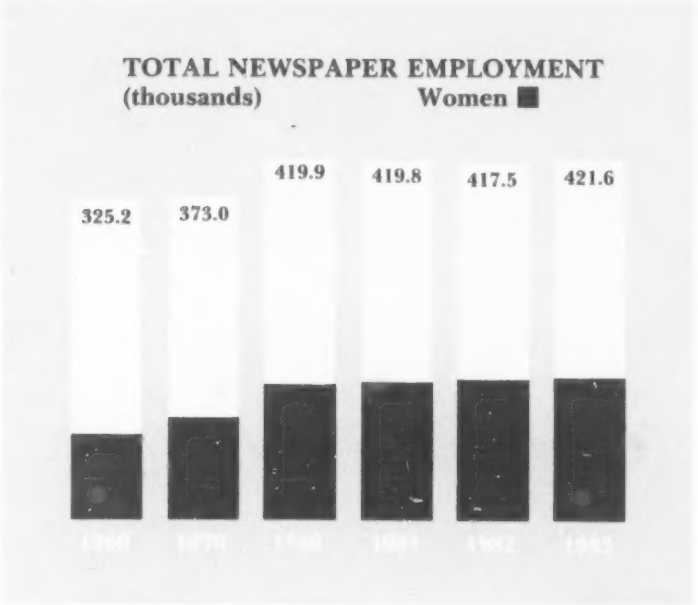
Comparison of Newspaper Employment to Total U.S. Employment 1947-1983

Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1981[1]	419.8	259.6	160.2	168.9	100,397	176.0
1982[1]	417.5	255.1	162.4	168.0	99,526	174.5
1983[2]	421.6	255.5	166.1	169.7	100,834	176.8

[1]*Revised figures*

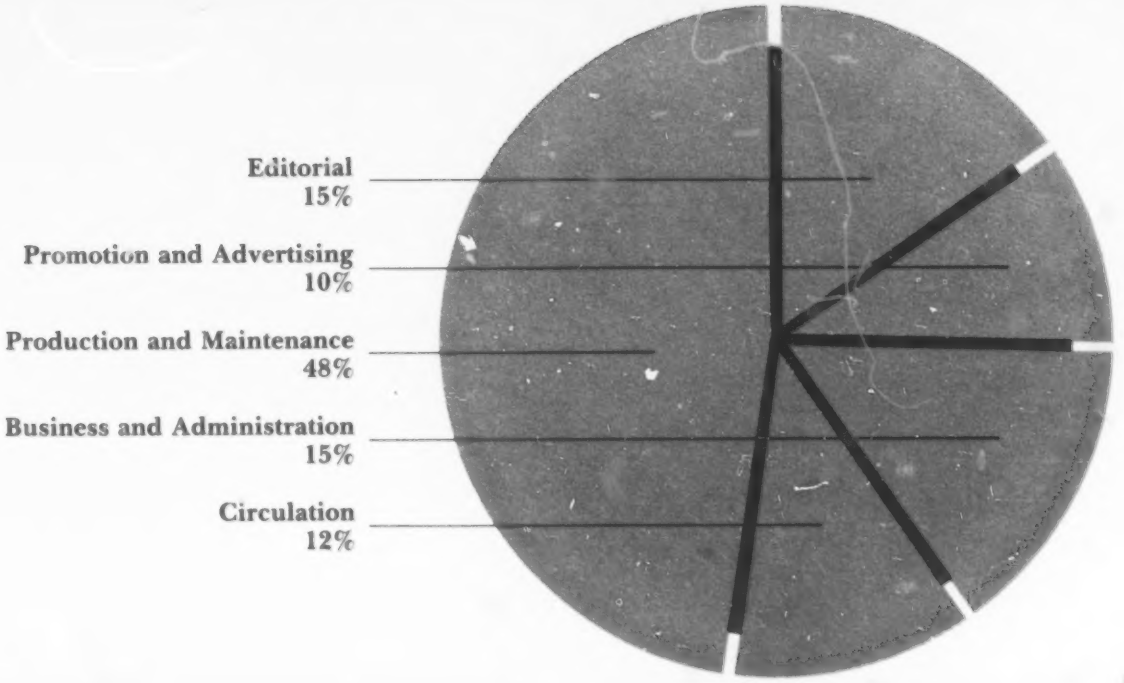
[2]*Preliminary estimates*

Source: U.S. Department of Labor, Bureau of Labor Statistics



Newspaper Work Force

Distribution of Employees at a Typical U.S. Metropolitan Daily Newspaper



Source: Economics of the American Newspaper, *Jon G. Udell, 1978*

Weekly Newspapers

U.S. Weekly Newspapers and Circulation 1960-1984[1]

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465

[1]*As of Feb. 15 of each year*

Source: National Newspaper Association, American Newspaper Representatives Inc.

U.S. Daily Newspaper Circulation— 1983's 20 Largest[1]

	Daily Circulation
The Wall Street Journal	2,020,132 (m)
New York Daily News	1,395,504 (m)
Los Angeles Times	1,038,499 (m)
New York Post	962,078 (all day)
The New York Times	910,538 (m)
Chicago Tribune	751,024 (all day)
The Washington Post	718,842 (m)
The Detroit News	650,683 (all day)
Chicago Sun-Times	639,134 (m)
Detroit Free Press	635,114 (m)
The Philadelphia Inquirer	533,176 (m)
San Francisco Chronicle	530,954 (m)
Newsday	525,216 (e)
The Boston Globe	514,817 (all day)
The Cleveland Plain Dealer	493,329 (m)
Houston Chronicle	459,225 (all day)
The Newark Star-Ledger	432,110 (m)
The Miami Herald	406,656 (m)
The Houston Post	402,181 (m)
Minneapolis Star and Tribune	361,747 (m)

[1]*ABC FAS-FAX figures as of Sept. 30, 1983*
(USA Today circulation, not audited by ABC, estimated at 1,041,667 as of Sept. 30, 1983.)
Source: Audit Bureau of Circulations, Editor & Publisher

U.S. Newspaper Companies— 1983's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Co. Inc.[2]	4,483,483	85	3,472,915	56
Knight-Ridder Newspapers Inc.	3,651,369	29	4,347,439	22
Newhouse Newspapers	3,202,759	27	3,551,315	21
Tribune Co.	2,756,062	8	3,702,702	7
Dow Jones & Company Inc.	2,558,341	21	388,884	10
Times Mirror Co.	2,340,844	7	2,934,891	7
News America Publishing Inc.	2,087,681	5	1,120,243	3
Scripps-Howard Newspapers	1,459,880	16	1,576,782	7
The New York Times Co.	1,367,338	21	1,911,659	10
Thomson Newspapers Inc. (U.S.)	1,294,711	84	804,802	38
Cox Enterprises Inc.	1,196,448	18	1,363,987	13
Hearst Newspapers	969,193	14	1,927,760	8
Capital Cities Communications Inc.	965,063	9	824,015	5
Freedom Newspapers Inc.	849,413	29	802,983	19
Central Newspapers Inc.	804,641	7	842,223	4
The Washington Post Co.	774,167	2	1,052,185	2
Cowles Newspapers	713,398	6	1,081,659	6
The Copley Press Inc.	708,071	11	641,976	6
Evening News Association	690,289	5	788,203	1
Donrey Media Group	617,690	49	588,257	42

[1] *Average for six months ended Sept. 30, 1983*

[2] *Includes estimated average of 1,041,667 for USA Today*

Source: Morton Research, Lynch, Jones & Ryan

Canadian Daily Newspapers

Total Number and Circulation 1946-1983

In 1983, 115 daily newspapers were published in Canada with total circulation of 5,546,381.

Daily newspapers continued to lead all other media in advertising revenues. Preliminary estimates indicate that total net advertising revenues reached $4.8 billion in Canada in 1983, of which newspapers received $1.2 billion. This represents 25.9 percent of the total, far ahead of the 17.4 percent share of newspapers' nearest competitor, television.

[1]*There were three "all-day" newspapers in 1983. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations, Canadian Advertising Rates and Data, Canadian Daily Newspaper Publishers Association

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1965	16	87	103	4,311,368
1970	20	92	112	4,756,962
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1983

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	296,555	690.8
1981[1]	249,102	622,246	291,090	1,162,438	631.6	339,055	789.8
1982[2]	230,000	630,000	270,000	1,130,000	614.0	356,600	830.7
1983[2]	238,000	717,000	290,000	1,245,000	676.6	374,000	871.2

[1] *Revised figures*

[2] *Preliminary figures*

Source: Statistics Canada Actuals 1962-1981, MacLean-Hunter Research Bureau 1982-1983, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1982 and 1983

		1982[1] (thousands)	% of Total	1983[2] (thousands)	% of Total
Daily Newspapers	Total	$1,130,000	24.9	$1,245,000	25.9
	National	230,000	5.1	280,000	5.8
	Local	630,000	13.9	717,000	14.9
	Classified	270,000	5.9	290,000	6.0
Television	Total	777,317	17.2	835,000	17.4
	National	597,807	13.2	650,000	13.5
	Local	179,510	4.0	185,000	3.8
Radio	Total	466,435	10.3	494,000	10.3
	National	119,156	2.6	124,000	2.6
	Local	347,279	7.7	370,000	7.7
Weeklies, semi, tri, etc. (including controlled distribution)	Total	235,000	5.2	250,000	5.2
	National	18,000	0.4	20,000	0.4
	Local	217,000	4.8	230,000	4.8
Magazines, General		220,000	4.9	236,000	4.9
Business Papers		142,000	3.1	134,000	2.8
Farm Papers		21,000	0.5	22,000	0.5
Directories, Phone, City		297,000	6.6	320,000	6.7
Religious, School & Other		25,000	0.6	23,000	0.5
Other Print	Total	903,219	19.9	953,000	19.8
Outdoor	Total	285,000	6.3	300,000	6.2
TOTAL ALL MEDIA		$4,529,971[3]	100.0	$4,812,000	100.0

[1] *Revised figures*

[2] *Preliminary estimates*

[3] *Includes $28 million for weekend supplements (discontinued in 1983).*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

More Facts . . .

☆Newspapers are read in 75 percent of all U.S. households, and by 67 percent of all American adults, every day. Every week nine out of 10 adults read at least one newspaper.

☆An average of 2.2 persons read each newspaper circulated in the United States. In major metropolitan areas, as many as 2.7 persons read each newspaper circulated.

☆Americans spent more than $6 billion for daily and Sunday newspapers in 1983.

☆U.S. newspaper advertising volume gained 16 percent in 1983 with total sales of more than $20 billion. Revenues for 1984 are projected to reach $23 billion.

☆U.S. journalism school enrollment remained unchanged during the 1983-84 academic year. Women journalism students constitute 58 percent of the total journalism enrollment.

☆For the fifth consecutive year, half of the nation's 17,700 mass communications and journalism graduates found media work. Daily newspapers continued to hire more journalism graduates than any other media-related field.

☆The proportion of minority graduates who took jobs with the print media increased to more than 18 percent, compared with 10 percent in 1982.

☆More than 100 thousand women have joined the ranks of newspaper employees since 1960. Women now represent more than 39 percent of the total work force.

☆Newsprint prices increased to $500 per metric ton in 1983, a 6.6 percent increase over the 1982 price of $469 per metric ton.

☆Newsprint accounts for approximately 16 percent of the publishing costs for small newspapers and 29 percent for large newspapers.

☆In 1983, 3.4 million tons of newspapers were recycled in the United States.

☆The average single copy, street sales price of a daily newspaper in the United States remained at 25 cents for the third consecutive year.

☆Nearly 77 percent of all U.S. daily newspapers now sell for 25 cents. Sixty-three percent of all U.S. Sunday newspapers sell for 50 cents or less.

☆Newspapers remain the leading advertising medium in the United States with 27 percent of total advertising revenues.

☆In 1983, U.S. newspapers topped their nearest competitor, television, by $4.4 billion in advertising revenues.

☆Opinion polls show that newspaper advertising is considered more believable than that of any other media.

☆ROP advertising linage increased more than five percent in 1983. In dollar terms, sales rose more than $3 billion on total sales of $18.6 billion.

☆In Canada, daily newspapers also lead all other media with 26 percent of total Canadian advertising revenues. Television ranked second with 17 percent.

☆Three hundred twenty-five newspapers participated in "Newspaper in Education Week" activities in March 1983. More than 1.1 million students and 23 thousand teachers from 8,831 schools participated.

☆Three out of every four radio stations rely on their local newspapers as a major source of news. Only 27.7 percent of the radio stations listed television stations as a news source.

☆Newspaper carriers (18 years of age and under) comprise almost 90 percent of the total carrier force in the United States.

☆Canada provides more than 57 percent of the newsprint used by U.S. newspapers. The United States provides 42 percent and less than one percent comes from overseas.

☆Fifteen U.S. daily newspapers converted from P.M. to A.M. publication, while two dailies changed from A.M. to P.M. Seven daily newspapers added Sunday editions.

☆Daily newspapers are published in 1,541 cities in the United States. Two or more dailies are published in 148 of those cities.

☆One hundred sixty newspaper groups own 1,169 daily newspapers, representing 67 percent of total daily newspapers in the United States.

☆Group-owned daily newspaper circulation in the United States reached 47 million in 1983, representing 77 percent of total daily circulation.

☆There are 3,508 correspondents and editors in the nation's Capitol. This is the largest concentration of journalists in the world.

About ANPA . . .

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA is a trade association of 1,392 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere. ANPA-member newspapers account for more than 90 percent of U.S. daily circulation, and 85 percent of the daily circulation in Canada.

ANPA Membership by Circulation
(As of April 1, 1984)

Circulation group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	146	10.49
5,001-10,000	227	16.31
10,001-15,000	205	14.73
15,001-25,000	240	17.24
25,001-50,000	272	19.54
50,001-100,000	157	11.28
100,001-250,000	98	7.04
250,001-500,000	28	2.01
500,001-1,000,000	14	1.00
Over 1,000,000	5	0.36
	1,392	100.00

ANPA serves newspapers to advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people by working to:

- enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- represent the newspaper business in dealings with the government, the courts and others
- assist newspapers in enhancing their operating effectiveness
- widely disseminate information to and about the newspaper business
- strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

ANPA was founded in 1887 at Rochester, N.Y. with charter members from 12 states in the East and Midwest. An office was established in New York City where ANPA maintained headquarters until it moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center in Reston are offices of:

- ANPA
- ANPA Foundation
- ANPA Credit Bureau Inc.
- American Society of Newspaper Editors
- Institute of Newspaper Controllers and Finance Officers
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Promotion Association
- Newspaper Personnel Relations Association
- Society of Newspaper Design
- World Press Freedom Committee
- Nihon Shinbun Kyokai (Japan Newspaper Publishers and Editors Association)

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council.

ANPA serves the varied needs of its member newspapers through a number of departments.

Membership—maintains close contact with member newspapers assuring that various ANPA services are channeled to executives according to each member's needs; develops cost effective programs to encourage membership including ANPASURE™ custom insurance program and discount agreements for rental or lease of motor vehicles.

Industry and Public Affairs—monitors readership and circulation matters; coordinates ANPA liaison with other newspaper business associations; performs publications policy review and edits all publications; handles press and public relations for the Association; responds to inquiries of member newspapers, the press and the public.

Newsprint and Transportation—assists member newspapers with transportation details of shipments; advises on all aspects of newsprint on-track unloading and off-track delivery; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply; coordinates the ANPA/ICMA Safe Driving Campaign.

Human Resources—assists member newspapers in formulating labor policy, contract negotiations strategy, arbitration preparation, union management, Title VII interests of the newspaper business with all branches of government at all levels, both domestic and international.

Telecommunications Affairs—tracks new technology developments, analyzes telecommunications industry trends and identifies new business opportunities; sponsors seminars, conducts research, and provides information on such topics as cable-TV, videotex, teletext, low-power TV and other telecommunications activities.

Library—a major information resource on matters relating to newspapers.

ANPA Foundation —a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its annual ANPA Operations Management Conference and Exposition; develops and distributes the Ad-Pro℠ and AD-LITHO℠ R.O.P. Newspaper Color Ink Books; gathers and disseminates technical information through **presstime** and other Association publications.

presstime—monthly journal of ANPA, covering all aspects of the newspaper business, including news-editorial, news research, readership, circulation, advertising, marketing-promotion, employee relations, training, newsprint, technology and telecommunications; reports on governmental, postal, international and educational matters; includes in-depth analyses of current issues and trends in the newspaper business; keeps member newspapers abreast of the activities of the Association.

ANPA sponsors two major meetings annually for its members:

(EEOC, etc.), and wage and hour matters; conducts seminar and conference programs on labor and personnel relations for all management levels; on-site consultations are available upon request.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas; maintains information on newspaper training programs; sponsors an annual conference for newspaper trainers.

Legal—represents the interests of newspapers before the courts and the regulatory agencies of government; provides member newspapers with information on legal matters affecting newspaper operations.

Government Affairs—monitors and reports on government matters including free press, business, tax, postal and international matters; represents the Newspaper in Education program; to strengthen public understanding of a free press; to advance professionalism of the press.

Technical Research—initiates design, development and construction of prototype equipment or systems; evaluates new ideas, equipment and designs; provides technical expertise, testing and advice in environmental areas; develops computer software and hardware prototype for newspapers; develops raw material improvements such as ink, newsprint, etc.; develops testing procedures, production aids and troubleshooting guides.

Technical Services—provides in-plant consultation and evaluation in all areas of newspaper technical operations; develops and conducts "hands-on" training programs in existing and new technology; manages and conducts the

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

  1985—Miami Beach, May 6-8
  1986—San Francisco, April 21-23
  1987—New York City, May 4-6

- **The Annual ANPA Operations Management Conference and Exposition** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

  1984—Atlanta, June 9-13
  1985—New Orleans, June 8-12
  1986—Atlanta, June 21 -25
  1987—Las Vegas, June 6-10

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

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